

Description

[Video Postcard]

DETAILED DESCRIPTION

[0001] The Video Postcard is a product with a custom designed Postcard envelope self-mailer containing a DVD video production inside. The product is used in the travel and tourism industry. The product is sold as a retail item and also used as a wholesale marketing tool. The product can be customized to suit a company's marketing needs. One simply writes a message and address on the outside of the Postcard, applies proper postage and mails through traditional postal process. Recipient of the Video Postcard simply removes opening tear strip, removes DVD from Postcard envelope and places the DVD in a DVD player. The recipient/viewer will see a travel documentary compete with sound, music, testimonials and video photography of a particular travel destination.